Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1.   (Currently Amended) A computer-implemented method comprising:

producing, by a computing device, an access history profile by filtering one or more transaction logs <u>originating</u> from one or more servers to ~~identify~~ <u>select</u> transactions associated with a session identifier <u>that identifies a series of related requests made by a client to the one or more servers</u>;

determining link traversals from an advertising page to a product page by evaluating the access history profile;

determining accesses to the product page resulting from the link traversals to the product page; and

determining an amount to charge a merchant for advertising based on the determined accesses to the product page, a particular link traversal to the product page, or the number of sales resulting from a path comprising the determined link traversals from the advertising page to the product page.

2-12.   (Cancelled)

13.   (Previously Presented)   The method of claim 1, further comprising recording the link traversals in the one or more transaction logs.

14.   (Previously Presented)   The method of claim 13, wherein the one or more transaction logs are stored on a server.

15.   (Cancelled)

16.   (Cancelled)

17.   (Previously Presented)   The method of claim 1, further comprising monitoring the frequency and duration of access to the product page.

18.   (Previously Presented)   The method of claim 17, further comprising recording the frequency and duration of access to the product page in a transaction log stored on a server.

19.   (Previously Presented)   The method of claim 17, further comprising counting accesses to the product page exclusive of repeated requests from a common client.

20.   (Previously Presented)   The method of claim 19, wherein the counting is performed by the server.

21.   (Previously Presented)   The method of claim 18, further comprising:

counting the frequency of accesses to the product page;

measuring the time intervals between repeated accesses from a common client; and

excluding the counting of those accesses that fall within a defined period of time.

22. (Previously Presented) The method of claim 21, wherein the counting is performed by the server.

23-34. (Cancelled)

35. (Previously Presented) The method of claim 1, further comprising:

recording the frequency and duration of access to the product page by keeping a history of each client access to the page in a transaction log;

producing an access history from the transaction log;

wherein the access history is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID; and

producing marketing feedback based on the access history.

36. (Previously Presented) The method of claim 35, wherein the marketing feedback is selected from the group consisting of: user demand, access pattern, and relationships between customer demographics and accessed pages and access patterns.

37. (Previously Presented) The method of claim 35, further comprising evaluating the transaction log to identify the most popular links to the product page.

38. (Previously Presented)   The method of claim 35, further comprising inserting a new link to provide more direct access to the page.

39. (Previously Presented)   The method of claim 38, wherein the new link is inserted in a location based upon information contained in the transaction log.

40-63. (Cancelled)

64. (Currently Amended) A computer-implemented system comprising:

means for producing an access history profile by filtering one or more transaction logs originating from one or more servers to ~~identify~~ select transactions associated with a session identifier that identifies a series of related requests made by a client to the one or more servers;

means for determining link traversals from an advertising page to a product page by evaluating the access history profile;

means for determining accesses to the product page resulting from the link traversals to the product page; and

means for determining an amount to charge a merchant for advertising based on the determined accesses to the product page, a particular link traversal to the product page, or the number of sales resulting from a path comprising the determined link traversals from the advertising page to the product page.

65. (Cancelled)

66.   (Cancelled)

67.   (Currently Amended) A computer-implemented method comprising:

determining, by a computing device, link traversals from an advertising page to a product page by evaluating one or more transaction logs including session identifier information that identifies a series of related requests made by a client to the one or more servers and exchanged between a client and one or more servers, wherein the transaction logs originate from the one or more servers;

determining accesses to the product page resulting from the link traversals to the product page; and

determining an amount to charge a merchant for advertising based on the determined accesses to the product page, a particular link traversal to the product page, or on the number of sales resulting from a path comprising the determined link traversals from the advertising page to the product page.

68.   (Previously Presented)   The method of claim 67, further comprising recording the link traversals in the one or more transaction logs.

69.   (Previously Presented)   The method of claim 67, wherein the one or more transaction logs are stored on a server.

70.   (Previously Presented)   The method of claim 67, further comprising monitoring the frequency and duration of access to the product page.

71.　　(Previously Presented)　　The method of claim 70, further comprising recording the frequency and duration of access to the product page in a transaction log stored on a server.

72.　　(Previously Presented)　　The method of claim 70, further comprising counting accesses to the product page exclusive of repeated requests from a common client.

73.　　(Previously Presented)　　The method of claim 72, wherein the counting is performed by the server.

74.　　(Previously Presented)　　The method of claim 71, further comprising:

counting the frequency of accesses to the product page;

measuring the time intervals between repeated accesses from a common client; and

excluding the counting of those accesses that fall within a defined period of time.

75.　　(Previously Presented)　　The method of claim 74, wherein the counting is performed by the server.

76.　　(Previously Presented)　　The method of claim 67, further comprising:

recording the frequency and duration of access to the product page by keeping a history of each client access to the page in a transaction log;

producing an access history from the transaction log;

wherein the access history is produced by filtering transaction logs from one or more servers to select only transactions involving a particular user ID; and

producing marketing feedback based on the access history.

77. (Previously Presented) The method of claim 76, wherein the marketing feedback is selected from the group consisting of: user demand, access pattern, and relationships between customer demographics and accessed pages and access patterns.

78. (Previously Presented) The method of claim 76, further comprising evaluating the transaction log to identify the most popular links to the product page.

79. (Previously Presented) The method of claim 76, further comprising inserting a new link to provide more direct access to the page.

80. (Previously Presented) The method of claim 79, wherein the new link is inserted in a location based upon information contained in the transaction log.